Notice of Allowability	Application No.	Applicant(s)	
	10/625,999	DOERKSEN ET AL.	
	Examiner	Art Unit	
	Jason B. Dunham	3625	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to *Examiner's Amendment 2/16/07*.

2. ☒ The allowed claim(s) is/are *1-3,5-7,9-16,18-19,22-33,35-43,75-77 and 79-81*.

3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
   a) ☐ All b) ☐ Some* c) ☐ None of the:
      1. ☐ Certified copies of the priority documents have been received.
      2. ☐ Certified copies of the priority documents have been received in Application No. _____ .
      3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

   * Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.

5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
   (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
      1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
   (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

   Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date _____
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☒ Interview Summary (PTO-413), Paper No./Mail Date *021607* .
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____

JEFFREY A. SMITH
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 3600

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Elliott D. Light (Reg. No. 51,948) on Tuesday, February 13, 2007.

The application has been amended as follows:

In the Claims

The claims have been amended as follows:

Claim 1 (currently amended) A method for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient comprising:

acquiring targeted recipient data, wherein the targeted recipient data comprises historical transaction data specific to the targeted recipient, and wherein the historical transaction data relates to transactions between the targeted recipient and the catalogue retailer;

creating a targeted recipient profile from the targeted recipient data;

applying an offering rule to the targeted recipient profile to select a set of selected offerings from offerings stored in an offerings database;

applying a ranking rule to the set of selected offerings to create an ordered set of selected offerings, wherein the ordered set of selected offerings comprises a first selected offering and a second selected offering;

acquiring a first product asset associated with the first selected offering;

applying a page allocation rule to allocate a first space within a page of the customized catalogue for the first set of product assets associated with the first selected offering, wherein the page comprises a page space and wherein the page allocation rule does not utilize a page template;

acquiring a second product asset associated with the second selected offering;

determining a remaining space on the page, wherein the remaining space comprises the page space less than the first allocated space;

applying the page allocation rule to allocate a second space within the remaining space of the page of the customized catalogue for the second product asset associated with the second selected offering;

generating a customized catalogue specification file for the targeted recipient, wherein the customized catalogue specification comprises the first product asset, the second product asset, the first allocated space and the second allocated space; and

printing the customized catalogue using the customized catalogue specification file.

Claim 2 (previously presented) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient of claim 1, wherein the historical transaction data are selected from the group consisting of purchase history, returned-goods history, payment problems history, and customer correspondence.

Claim 3 (previously presented) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient of claim 1, wherein the first and

second product assets comprise attributes selected from the group consisting of text, graphics, and photographs.

Claim 4 (canceled)

Claim 5 (previously presented) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient of claim 1, wherein the method further comprises:

applying a first layout rule to the first product asset to acquire a first layout attribute consistent with the first allocated space for the first selected offering; and

applying a second layout rule to the second product asset to acquire a second layout attribute consistent with the second allocated space for the second selected offering.

Claim 6 (previously presented) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient of claim 5, wherein the first and second layout attributes are selected from the group consisting of text fond, text size, graphic dimensions, photograph dimension, and photograph resolution.

Claim 7(previously presented) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient of claim 5, wherein the customized catalogue comprises a product section, and wherein applying the allocation rule to allocate the first and second space of a page of the product section comprises:

establishing in the product section a number of offerings per page; and

allocating the first and second space of the page of the product section in accordance with the number of offerings per page.

Claim 8 (canceled)

Claim 9 (currently amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient of claim 1, wherein the method further comprises:

determining a page count of the pages of the customized catalogue;

determining if the page count comprises ~~an~~ whole signature;

if the page count comprises the whole signature, then generating the customized catalogue specification; and

if the page count does not comprise the whole signature, then applying a signature rule to force the page count to comprise the whole signature and then generating the customized catalogue specification.

Claim 10 (previously presented) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient of claim 9, wherein the signature rule comprises deleting pages.

Claim 11 (previously presented) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient of claim 9, wherein the signature rule comprises adding pages.

Claim 12 (previously presented) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient of claim 11, wherein adding pages comprises adding filler pages.

Claim 13 (previously presented) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient of claim 1, wherein the method

further comprises applying a boost factor to an offering stored in the offerings database prior to applying the ranking rule.

Claim 14 (currently amended) A method for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient comprising:

acquiring targeted recipient data, wherein the targeted recipient data comprises historical transaction data specific to the targeted recipient, and wherein the historical transaction data relates to transactions between the targeted recipient and the catalogue retailer;

Creating a targeted recipient profile from the targeted recipient data;

establishing a catalogue rule;

applying the catalogue rule to the targeted recipient profile to make a determination whether to product the customized catalogue for the targeted recipient;

~~If the customized catalogue is produced for the targeted recipient,~~ applying the catalogue rule to the targeted recipient profile to make a determination of the number of pages in the targeted recipient's customized catalogue;

applying an offering rule to the targeted recipient profile to select a set of offerings from offerings stored in an offerings database;

applying a ranking rule to the set of selected offerings to create an ordered set of selected offerings, wherein the ordered set of selected offerings comprises a first selected offering and a second selected offering;

acquiring a first product asset associated with the first selected offering;

applying a page allocation rule to allocate a first space within a page of the customized catalogue for the first set of product assets associated with the first selected offering, wherein the page comprises a page space and wherein the page allocation rule does not utilize a page template;

acquiring a second product asset associated with the second selected offering;

determining a remaining space on the page, wherein the remaining space comprises the page space less than the first allocated space;

applying the page allocation rule to allocate a second space within the remaining space of the page of the customized catalogue for the second product asset associated with the second selected offering;

generating a customized catalogue specification file for the targeted recipient, wherein the customized catalogue specification comprises the first product asset, the second product asset, the first allocated space and the second allocated space; and

printing the customized catalogue using the customized catalogue specification file.

Claim 15 (previously presented) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient of claim 14, wherein the historical transaction data are selected from the group consisting of purchase history, returned-goods history, payment problems history, and customer correspondence.

Claim 16 (previously presented) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient of claim 14, wherein the first and second product assets comprise attributes selected from the group consisting of text, graphics, and photographs.

Claim 17 (canceled)

Claim 18 (previously presented) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient of claim 14, wherein the method further comprises:

applying a first layout rule to the first product asset to acquire a first layout attribute consistent with the first allocated space for the first selected offering; and

applying a second layout rule to the second product asset to acquire a second layout attribute consistent with the second allocated space for the second selected offering.

Claim 19 (previously presented) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient of claim 18, wherein the first and second layout attributes are selected from the group consisting of text fond, text size, graphic dimensions, photograph dimension, and photograph resolution.

Claim 20 (canceled)

Claim 21 (canceled)

Claim 22 (previously presented) The method for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient of claim 14, wherein the method further comprises:

before generating the customized catalogue specification file for the targeted recipient, determining a page count of the pages of the customized catalogue;

determining if the page count comprises ~~an~~ whole signature;

if the page count comprises the whole signature, then generating the customized catalogue specification; and

if the page count does not comprise the whole signature, then applying a signature rule to force the page count to comprise the whole signature and then generating the customized catalogue specification.

Claim 23 (previously presented) The method for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient of claim 22, wherein the signature rule comprises deleting pages.

Claim 24 (previously presented) The method for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient of claim 22, wherein the signature rule comprises adding pages.

Claim 25 (previously presented) The method for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient of claim 24, wherein adding pages comprises adding filler pages.

Claim 26 (previously presented) The method for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient of claim 14, wherein the method further comprises applying a boost factor to an offering stored in the offerings database prior to applying the ranking rule.

Claim 27 (currently amended) A customized catalogue publication system for producing a customized catalogue comprising pages for a catalogue retailer for delivery to a targeted recipient comprising:

a targeted recipient record, wherein the targeted recipient record comprises historical transaction data relating to a targeted recipient, and wherein the historical

transaction data relates to transactions between the targeted recipient and the catalogue retailer;

an offerings database, wherein the offerings database comprises offerings and wherein an offering is associated with a product asset;

a profiler, wherein the profiler is adapted to create a targeted recipient profile from the targeted recipient data; and

a rules engine adapted for:

applying an offering rule to the targeted recipient profile to select a set of selected offerings from the offerings stored in an offerings database:

applying a ranking rule to the set of selected offerings to create an ordered set of selected offerings, wherein the ordered set of selected offerings comprises a first selected offering and a second selected offering;

acquiring a first product asset associated with the first selected offering;

applying a page allocation rule to allocate a first space within a page of the customized catalogue for the first set of product assets associated with the first selected offering, wherein the page comprises a page space and wherein the page allocation rule does not utilize a page template;

acquiring a second product asset associated with the second selected offering;

determining a remaining space on the page, wherein the remaining space comprises the page space less than the first allocated space;

applying the page allocation rule to allocate a second space within the remaining space of the page of the customized catalogue for the second product asset associated with the second selected offering; and

generating a customized catalogue specification file for the targeted recipient, wherein the customized catalogue specification comprises the first product asset, the second product asset, the first allocated space and the second allocated space; and

a printing system adapted to receive the customized catalogue specification file and print the customized catalogue according to the customized catalogue specification file.

Claim 28 (previously presented) The customized catalogue publication system of claim 27, wherein the historical transaction data are selected from the group consisting of purchase history, returned-goods history, payment problems history, and customer correspondence.

Claim 29 (previously presented) The customized catalogue publication system of claim 27, wherein the printing system further comprises:

a printer; and

a file translation system adapted to convert the specification file to a format compatible with the printer.

Claim 30 (previously presented) The customized catalogue publication system of claim 29, wherein the printer is a web-fed printer.

Claim 31 (previously presented) The customized catalogue publication system of claim 29, wherein the printer is a sheet-fed printer.

Claim 32 (previously presented) The customized catalogue publication system of claim 29, wherein the printer is selected from the group consisting of a toner based printer, liquid ink based printer, and an ink-jet based printer.

Claim 33 (previously presented) The customized catalogue publication system of claim 27, wherein the first and second product assets comprise attributes are selected from the group consisting of text, graphics, and photographs.

Claim 34 (canceled)

Claim 35 (currently amended) The customized catalogue publication system of claim ~~34~~ 27, wherein the rules engine is further adapted for:

applying a first layout rule to the first product asset to acquire a first layout attribute consistent with the first allocated space for the first selected offering; and

applying a second layout rule to the second product asset to acquire a second layout attribute consistent with the second allocated space for the second selected offering.

Claim 36 (previously presented) The customized catalogue publication system of claim 35, wherein the first and second layout attributes are selected from the group consisting of text font, text size, graphic dimensions, photograph dimension, and photograph resolution.

Claim 37 (previously presented) The customized catalogue publication system of claim 27, wherein the customized catalogue comprises a product section, wherein the product section comprises a page, and wherein the rules engine is further adapted for:

establishing in the product section a number of offerings per page; and

allocating the first and second space of the page in the product section in accordance with a number of offerings per page.

Claim 38 (currently amended) The customized catalogue publication system of claim 37, ~~wherein~~ wherein the rules engine is further adapted for:

determining a page count of the pages of the customized catalogue;

determining if the page count comprises a whole signature;

if the page count comprises the whole signature, then generating the customized catalogue specification; and

if the page count does not comprise the whole signature, then applying a signature rule to force the page count to comprise the whole signature and then generating the customized catalogue specification.

Claim 39 (previously presented) The customized catalogue publication system of claim 37, wherein the signature rule comprises deleting pages.

Claim 40 (previously presented) The customized catalogue publication system of claim 37, wherein the signature rule comprises adding pages.

Claim 41 (previously presented) The customized catalogue publication system of claim 37, wherein the system further comprises filler pages and wherein the signature rule comprises adding filler pages.

Claim 42 (previously presented) The customized catalogue publication system of claim 27, wherein the rules engine is further adapted for applying a boost factor to an offering stored in the offerings database prior to applying the ranking rule.

Claim 43 (currently amended) The customized catalogue publication system of claim 27, wherein the profiler is further adapted for:

applying a catalogue rule to the targeted recipient profile to make a determination whether to produce a customized catalogue for the targeted recipient; and

~~If it is determined to produce a customized catalogue for the targeted recipient, then~~ applying the catalogue rule to the targeted recipient profile to make a determination of the number of pages in the targeted recipient's customized catalogue.

Claim 44 (canceled)

Claim 45 (canceled)

Claim 46 (canceled)

Claim 47 (canceled)

Claim 48 (canceled)

Claim 49 (canceled)

Claim 50 (canceled)

Claim 51 (canceled)

Claim 52 (canceled)

Claim 53 (canceled)

Claim 54 (canceled)

Claim 55 (canceled)

Claim 56 (canceled)

Claim 57 (canceled)

Claim 58 (canceled)

Claim 59 (canceled)

Claim 60 (canceled)

Claim 61 (canceled)

Claim 62 (canceled)

Claim 63 (canceled)

Claim 64 (canceled)

Claim 65 (canceled)

Claim 66 (canceled)

Claim 67 (canceled)

Claim 68 (canceled)

Claim 69 (canceled)

Claim 70 (canceled)

Claim 71 (canceled)

Claim 72 (canceled)

Claim 73 (canceled)

Claim 74 (canceled)

Claim 75 (currently amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient of claim 1, wherein the targeted recipient data further comprises customer demographic information selected from the group consisting of customer name, customer address, customer preference, and household makeup.

Claim 76 (currently amended) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient of claim 14, wherein the targeted recipient data further comprises customer demographic information selected from the group consisting of customer name, customer address, customer preference, and household makeup.

Claim 77 (currently amended) The customized catalogue publication system of claim 27, wherein the targeted recipient data further comprises customer demographic information selected from the group consisting of customer name, customer address, customer preference, and household makeup.

Claim 78 (canceled)

Claim 79 (previously presented) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient of claim 1 further comprising:

assigning the targeted recipient to a targeted recipient group using the targeted recipient profile of the targeted recipient and a member profile of each member of the targeted recipient group;

imputing attributes of the targeted recipient group to the targeted recipient profile of the targeted recipient to create a revised targeted recipient profile for the targeted recipient, wherein the revised targeted recipient profile becomes the targeted recipient profile.

Claim 80 (previously presented) The method for producing a customized catalogue for a catalogue retailer for delivery to a targeted recipient of claim 14 further comprising:

assigning the targeted recipient to a targeted recipient group using the targeted recipient profile of the targeted recipient and a member profile of each member of the targeted recipient group;

imputing attributes of the targeted recipient group to the targeted recipient profile of the targeted recipient to create a revised targeted recipient profile for the targeted recipient, wherein the revised targeted recipient profile becomes the targeted recipient profile.

Claim 81 (previously presented) The customized catalogue publication system of claim 27, wherein the profiler is further adapted for:

assigning the targeted recipient to a targeted recipient group using the targeted recipient profile of the targeted recipient and a member profile of each member of the targeted recipient group;

imputing attributes of the targeted recipient group to the targeted recipient profile of the targeted recipient to create a revised targeted recipient profile for the targeted recipient, wherein the revised targeted recipient profile becomes the targeted recipient profile.

REASONS FOR ALLOWANCE

The following is an examiner's statement of reasons for allowance:

Regarding claim 1.

The prior art of record neither anticipates not fairly and reasonably teaches a method for producing a customized printed catalogue, *inter alia,* which comprises the steps of:

acquiring targeted recipient data, wherein the targeted recipient data comprises historical transaction data specific to the targeted recipient, and wherein the historical transaction data relates to transactions between the targeted recipient and the catalogue retailer;

creating a targeted recipient profile from the targeted recipient data;

applying an offering rule to the targeted recipient profile to select a set of selected offerings from offerings stored in an offerings database;

applying a ranking rule to the set of selected offerings to create an ordered set of selected offerings, wherein the ordered set of selected offerings comprises a first selected offering and a second selected offering;

acquiring a first product asset associated with the first selected offering;

applying a page allocation rule to allocate a first space within a page of the customized catalogue for the first set of product assets associated with the first selected offering, wherein the page comprises a page space and wherein the page allocation rule does not utilize a page template;

acquiring a second product asset associated with the second selected offering;

determining a remaining space on the page, wherein the remaining space comprises the page space less than the first allocated space;

applying the page allocation rule to allocate a second space within the remaining space of the page of the customized catalogue for the second product asset associated with the second selected offering;

generating a customized catalogue specification file for the targeted recipient, wherein the customized catalogue specification comprises the first product asset, the second product asset, the first allocated space and the second allocated space; and

printing the customized catalogue using the customized catalogue specification file.

The following reference has been identified as the most relevant prior art to the claimed invention(s). The prior art mostly relates to methods mass customization of direct marketing materials

Moore (US 2002/0143603 A1) teaches a method for customizing direct marketing materials by developing models to predict customer purchases and then customizing layout of the printed material. Moore does not disclose a method for producing a customized printed catalogue comprising the steps of acquiring targeted recipient data, wherein the targeted recipient data comprises historical transaction data specific to the targeted recipient, and wherein the historical transaction data relates to transactions between the targeted recipient and the catalogue retailer; creating a targeted recipient profile from the targeted recipient data; applying an offering rule to the targeted recipient profile to select a set of selected offerings from offerings stored in an offerings

database; applying a ranking rule to the set of selected offerings to create an ordered set of selected offerings, wherein the ordered set of selected offerings comprises a first selected offering and a second selected offering; generating a customized catalogue specification file for the targeted recipient, wherein the customized catalogue specification comprises the first product asset, the second product asset, the first allocated space and the second allocated space; and printing the customized catalogue using the customized catalogue specification file, as required by claim 1. Moreover, none of the prior art of record remedies the deficiencies found in Wagner. Claim 14 is a method comprising similar limitations to those of the method steps found in claim 1 and further including the limitation of making a determination whether to actually product the customized printed catalogue and is allowable for the same reasons noted above. Claim 27 is a system comprising similar limitations to those of the method steps found in claim 1 and is allowable for the same reasons noted above.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

- Walker (US 6,377,963 B1) discloses a method and system for attaching customized indexes to periodicals.
- Batham (US 2002/0082953 A1) discloses a catalog building method and system for producing a catalog from a previously existing database.
- Tam (US 2002/0184116 A1) discloses an apparatus for holding descriptive information about a product or service for sale from sellers to be used in selling the product or service to buyers.
- Moore (US 2003/0139979 A1) discloses an electronic commerce system and method for printing custom catalogs.
- Bonneau (US 6,978,273 B1) discloses a method and apparatus for producing rules based custom catalogs generated from a central catalog database for multiple entities.
- Hazi (US 7,103,605 B1) discloses system and methods for providing a timeshared electronic catalog.
- Ostrovsky (WO 9507510 A1) discloses a computerized electronic forms generation system for the electronic printing of forms.
- "Moving beyond the personalized document" (PTO-892: Reference U) discloses a web based order management system allowing customers to access a secure online catalog of document templates.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Jason B. Dunham whose telephone number is 571-272-8109. The examiner can normally be reached on M-F, 8-5.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeff Smith can be reached on 571-272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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Patent Examiner
2/19/07

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